

Message Text

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PAGE 01 OTTAWA 02153 252306Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----052881 252344Z /66

R 252254Z APR 78
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 7201
INFO AMCONSUL MONTREAL
AMCONSUL CALGARY POUCH
AMCONSUL HALIFAX POUCH
AMCONSUL TORONTO POUCH
AMCONSUL VANCOUVER POUCH
AMCONSUL WINNIPEG POUCH

UNCLAS OTTAWA 02153

E.O. 11652: N/A
TAGS: BEXP, CA
SUBJECT: COUNTRY COMMERCIAL PROGRAM - SECOND QUARTER
FY 1978 PROGRESS REPORT

REF: OTTAWA 372

1. ALL COMMERCIALLY-STAFFED POSTS REPORTED CAMPAIGNS MEETING OR EXCEEDING TARGETS EXCEPT FOR CAMPAIGN NO. 2, ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT WHERE NO MAILING CONTEMPLATED BECAUSE OF SHRINKING TARGET UNIVERSE; HOWEVER SPECIAL FBG PROMOTION OF "ELECTRO 78" DISCUSSED WITH ELECTRONICS MANUFACTURERS ASSOCIATION AND BOSTON DISTRICT OFFICE. CAMPAIGN NO. 4, WITH 58 CONTACTS (20 TARGETED) AND 7 TOPS, FAR ABOVE TARGET, AND CAMPAIGNS 6 AND 8 EXCEEDING TARGETS BY MORE THAN TEN PERCENT. FOR CAMPAIGN 10, VANCOUVER ACTIVELY PROMOTED ATTENDANCE AT INTERNATIONAL TRUCKING SHOW, RESTAURANT HOTEL/MOTEL SHOW, AND NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION BY SELECTIVE MAILING OF BROCHURES TO APPROXIMATELY 100 FIRMS.

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2. ACTIVITIES IN SPECIAL POST EFFORTS CONCENTRATED PRIMARILY ON REGIONAL TRADE EFFORT WITH VANCOUVER PARTICIPATING IN SUCCESSFUL TRADE PROMOTION SEMINAR IN PORTLAND MARCH 15 AND PLANNING SEMINAR APRIL 10 IN SEATTLE AND BOISE MAY 19 (VANCOUVER A-7). MONTREAL LAUNCHED FIRST REGIONAL TRADE PROMOTION EFFORT FEBRUARY 3 IN WOODSTOCK, VERMONT (MONTREAL 325) FOLLOWED BY SECOND EVENT FEBRUARY 17

SPONSORED BY VERMONT COUNCIL OF NEW ENGLAND COUNCIL (MONTREAL 417). TORONTO CONTINUED CONTACT WITH DISTRICT OFFICES AND IN RESULTING BUSINESS CONSULTATIONS; HOWEVER, APPROXIMATELY HALF OF COMMERCIAL OFFICER'S TIME DURING QUARTER WAS DIVERTED TO SPECIAL PROJECT ON ARREST REPORTING AND PRISONER EXCHANGE.

3. ACTIVITY NO. 2, INVESTMENT PROTECTION AND FACILITATION. SEE TORONTO'S 369 ON LAND PURCHASE POLICY AND A-18 ON STATUS OF NON-RESIDENT BROKERS.

4. ATTENTION CONTINUES TO BE GIVEN TO MAJOR PROJECTS, ACTIVITY NO. 3, BOTH IN CANADA AND IN THIRD COUNTRIES: CALGARY'S A-5 ON CELANESE CANADA'S PROPOSED VINYL ACETATE MONOMER PLANT, TORONTO'S A-25 ON STEEP ROCK IRON MINES PROJECT AND A-8 AND A-20 ON ONAKAWANA LIGNITE PROJECT, AND VANCOUVER'S SUBMISSION ON MAJOR WATER DRILLING PROJECTS IN EGYPT AND SAUDI ARABIA.

5. REF. ACTIVITY NO. 6, JOINT PROJECT FACILITATION, VANCOUVER ARRANGED FOR CONTINUOUS DIRECT CONTACT BETWEEN BRITISH COLUMBIA MINISTRY OF ECONOMIC DEVELOPMENT AND THE OVERSEAS PRODUCTS AND INVESTMENT OPPORTUNITIES DIVISION USDOC TO FACILITATE JOINT VENTURES IN CONSULTING AND CONSTRUCTIDN BETWEEN BRITISH COLUMBIA AND U.S. FIRMS IN THIRD COUNTRIES.
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6. COUNTERING PROTECTIONIST TENDENCIES: TORONTO 437 ON AUTO PACT AND 396 ON IMPORTED WINE PRICING POLICY.

7. DURING QUARTER UNDER REVIEW CALGARY ESTABLISHED CONTACT WITH 22 SELECTED SASKATCHEWAN FIRMS TO PROMOTE U.S. EXPORTS. INITIAL RESPONSE REPORTED TO BE ENCOURAGING.

8. USTS REPORTS JANUARY WAS BEST MONTH EVER FOR USE OF INFO ROAD SERVICE. ABOUT 10 PERCENT OF CALLS TO INFO ROAD TORONTO ON TOLL FREE NUMBER WERE FROM OTTAWA AREA. APPROXIMATELY TWO-THIRDS OF ALL CALLS RECEIVED AT INFO ROAD ARE FOR HARD TOURIST INFORMATION.

9. ALL POSTS NOTED INCREASED REQUESTS FOR ADS SERVICE.
ENDERS

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NNN

Message Attributes

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